

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

1. (Currently Amended) A method for providing ~~advertising content together with freely distributed~~ electronic content to a user, the method comprising:
  - providing said electronic content to an executable program adapted to read said electronic content, said electronic content having associated therewith a user right, said user right being either a restricted right or an unrestricted right to be provided said electronic content;
  - determining if said user right is a restricted right or an unrestricted right;
  - if said user right is a restricted right, invoking an executable module attached to said executable program to obtain at least one electronic advertisement, said electronic content being provided separately from said at least one electronic advertisement, presenting said at least one electronic advertisement to said user and providing said electronic content to said user; and
  - if said user right is an unrestricted right, providing said electronic content to said user.
2. (Previously Presented) A method as set forth in claim 1 wherein said invoking step includes:
  - connecting to a remote advertisement server; and
  - receiving said electronic advertisement from said advertisement server.
3. (Currently Amended) A method as set forth in claim 2 wherein said executable module is coupled ~~connects~~ to said server.
4. (Original) A method as set forth in claim 2 wherein said executable module causes execution of a web browser program to connect to said server.

5. (Original) A method as set forth in claim 2, wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

6. (Original) A method as set forth in claim 2 wherein said presenting includes displaying said advertisement on video user interface.

7. (Original) A method as set forth in claim 2 wherein said presenting includes playing said advertisement through an audio user interface.

8. (Original) A method as set forth in claim 2 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

9. (Currently Amended) A method as set forth in claim 2 wherein said advertisement is presented when said user requests said electronic content at periodic intervals.

10. (Currently Amended) A method as set forth in claim 1 wherein:  
said determining includes:  
controlling the execution environment of said executable program, said  
controlling including:  
redirecting a call made by said executable program to access  
said electronic content to a control module; and  
determining by said control module said user right, and  
said providing said electronic content to said user includes:  
making said call to access said electronic content by said  
control module;  
obtaining said electronic content by said control module;  
and  
transmitting said electronic content to said executable  
program through said control module.

11. (Original) A method as set forth in claim 10 further comprising:  
encrypting said content; and decrypting said content substantially concurrently with  
said obtaining step.

12. (Original) A method as set forth in claim 1 wherein said executable  
program is a media player.

13. (Original) A method as set forth in claim 1 wherein said executable  
module is a shared library.

14. (Original) A method as set forth in claim 1 wherein said call is made to  
content residing on a computer network.

15. (Original) A method as set forth in claim 1 wherein said call is made to  
content provided through a streaming socket connection.

16. (Currently Amended) A method for providing ~~advertising content~~  
~~together with freely distributed~~ electronic content to a user, the method comprising:

providing an executable program operative to access and retrieve said  
electronic content;

controlling the execution environment of said executable program, said  
controlling including:

redirecting a call made by said executable program, to access said  
electronic content, to a control module;

determining, by said control module, a user right to access said  
electronic content, said user right being either a restricted right or an unrestricted  
right;

if said user right is a restricted right, invoking, by said control module,  
an executable module attached to said executable program to obtain at least one  
electronic advertisement and presenting said electronic advertisement to said user,  
said electronic content being provided separately from said at least one electronic  
advertisement;

making said call to access said electronic content by said control module;

obtaining said electronic content by said control module; and

transmitting said electronic content to said executable program through said control module.

17. (Previously Presented) A method as set forth in claim 16 wherein said invoking step includes:

connecting to a remote advertisement server; and  
receiving said electronic advertisement.

18. (Currently Amended) A method as set forth in claim 17 wherein said executable module is coupled ~~connects~~ to said server.

19. (Original) A method as set forth in claim 17 wherein said executable module causes execution of a web browser program to connect to said server.

20. (Original) A method as set forth in claim 17 wherein said advertisement is presented to said user at least occasionally, but during at least certain other times, no advertisement is presented.

21. (Original) A method as set forth in claim 17 wherein said presenting includes displaying said advertisement on video user interface.

22. (Original) A method as set forth in claim 17 wherein said presenting includes playing said advertisement through an audio user interface.

23. (Original) A method as set forth in claim 17 wherein said advertisement is a sequence of advertisements presented substantially throughout use of said executable program.

24. (Currently Amended) A method as set forth in claim 17 wherein said advertisement is presented when said user requests said electronic content ~~at periodic intervals~~.

25. (Original) A method as set forth in claim 16 further comprising: encrypting said content; and decrypting said content substantially concurrently with said obtaining step.

26. (Original) A method as set forth in claim 16 wherein said executable program is a media player.

27. (Original) A method as set forth in claim 16 wherein said executable module is a shared library.

28. (Original) A method as set forth in claim 16 wherein said call is made to content residing on a computer network.

29. (Original) A method as set forth in claim 16 wherein said call is made to content provided through a streaming socket connection.

30-35. (Cancelled)